

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
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AUGUST 1998

RJR Account #26040

Mr. F. Attea
M. ATTEA & BROS.

SALEM TEAR TAPE PROMOTION #800438: SEPTEMBER

Dear Frank:

Attached are **September** orders for *Salem .30¢ Tear Tape* product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***No product has been ordered for this promotion; utilize residual product for distribution to your Customer List.***

Brand Styles: Salem King / Salem 100 / Salem Lt King / Salem Lt 100

Retail Distribution Date: September 14, 1998

PARTNERS 'BONUS' REPORTING DESCRIPTION	<u>S A L _ 9 8 _ . 3 0 / _ 1 P K _</u>
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As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen

Enc. Retail Customer List

Wholesaler Packing Instructions

SEPSAL.DOC

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5N5BB3

WORKPLAN VAP TEMPLATE LISTING

PAGE: 1
DATE: 98-08-04
TIME: 04:58 PMWHOLESALER : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>
TEMPLATE : 800438 80900 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	TAX JURIS	SUPPLIER
162601	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	1	1	1	1	4			
162601	398853	MARIO'S	2304 PINE AVE	NIAGARA FAL	NY	14301	1	1	1	1	4			
162601	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1	1	2		4			
162601	760242	B'S QUICK MART	1060 NIAGARA FALL	N TONAWANDA	NY	14120	1	1	1	1	4			
162603	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	2	2	2	2	8		NYS	
162603	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	4	2	6	4	16		NYS	
162603	745889	REECE MOBIL ONTHERU	1051 HARLEM RD	CHEEKTOWAGA	NY	14227	4	1	8	1	14	1449-0000		
162603	812740	RICOTA'S MARKET	206 ELK ST	BUFFALO	NY	14210	2	1	1		4		NYS	

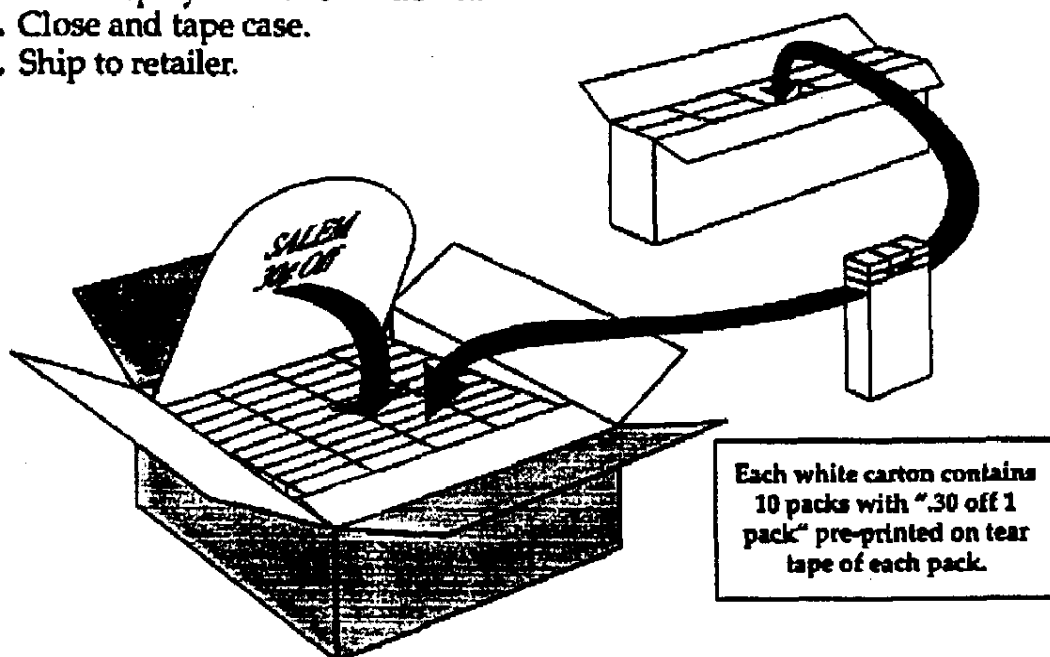
PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 16 10 22 10 58

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 16 10 22 10 58

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WHOLESALE PACKING INSTRUCTIONS**SALEM TEAR TAPE 3RD QTR '98****September SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541964

MSA Promotion Reporting Description: SAL_98_30/1_PK_

King	100	LT King	LT 100		
Ship Number as indicated					

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Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

**NEW
FOR
'98!**



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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